

# Large - Scale Development At Franklin Knolls

## 360-Home Project Is Along Middlebelt South of 15 Mile Rd.

Franklin Knolls subdivision, a 360-acre home development occupying a square mile between 15 1/2 and 16 1/2 off Middlebelt, is the result of a plan formulated two years ago to bring to the medium price field a \$20,000 home incorporating all the features and space reserved for homes in the \$30,000 range.

Today more than 200 families are enjoying the reality of this dream, which was inaugurated with the merger of Les Taubman and Co., custom builders, with Prudential Investment Co., Detroit production builders, forming the Franklin Construction Co.

"WE NOW have the satisfaction of seeing a dream become a reality," said Les Taubman, treasurer of Franklin Construction. "We were determined to give all the benefit of spacious living, usually found in much higher priced homes, to the vast number of buyers in the medium priced field. We believe we have succeeded as evidenced by the tremendous public response."

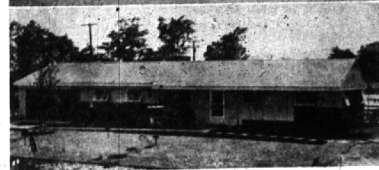
The 81-foot brick ranch homes, with attached garages, are staggered on 1 1/3 to 1/2-acre sites in a community of winding streets and rolling terrain. A stream borders some of the lots. The new Ward Eagle School is nearing completion and is adjacent to the community. There is a proposed shopping center and Northland Center is only seven miles from Franklin Knolls.

CHIKU-RIN Gallery at 316 N. Woodward, headed by Robert Hamamura, did the interior decorating of the model at Middlebelt and 14 1/2 Mile Rd., and Knoll Associates supplied furnishings and fabrics.

The homes will have three bedrooms, two baths, large kitchen, living room, del, utility room and attached two-car garage.



INTERIOR VIEW OF FRANKLIN KNOLLS MODEL. Insert (left) is representative of 360-home development.



## Ford Tractor Names G. C. Joynr General Manager

Appointment of Gerald C. Joynr as manager, Manufacturing Engineering Department, was announced today by R. E. Hunt, general manufacturing manager, Tractor and Implement Division, Ford Motor Company.

Joynr, manager for the last two years of the Manufacturing Engineering Department at Ford's Highland Park tractor plant, succeeds Lyle Blanchard.

A native of Sunfield, Joynr was for 18 years associated with General Motors Corporation as supervisor, production engineering, Oldsmobile Division. He joined Ford Motor Company in 1952 as manager of Production Engineering, Highland Park Division. Between 1946 and 1952, he was part owner of the Joynr Construction Company of Tucson, Arizona.



GERALD C. JOYNR

Joynr attended the General Motors Institute of Technology at Flint, from 1928 through 1932. He is a member of the Engineering Society of Detroit.

Married and the father of three children, Joynr resided at 21200 Smallwood, Southfield township.

## Guest of Company On Southern Trip

Edwin E. Puls of Linden road has just returned from an eight-day trip to New Orleans and a two-day visit to the large Cities Service refineries at Lake Charles, La.

Puls was one of four men who won a trip in the 22 Mid-West Cities Service company's marketing areas, an award for volume of lubricant sales during 1954.

## We Heard It Said By:

FRANK WHITNEY, athletic director of Birmingham Schools, at the winter sports banquet honoring the Birmingham high school basketball and swimming teams: "The parents of these fine athletes should be as proud of the 'B' they wear on their sweaters as we are in awarding the letters, but the parents should also be concerned about his getting a 'B' on that report card."



WILLIAM G. KNUFF

APPOINTMENT of William G. Knuff of 1288 S. Bates, as director of forward planning of the Dodge Division, Chrysler Corporation,

## Wilson Drug Viewed In Trade Magazine

The March, 1955 issue of North Drought had two full pages of pictures and a story on the recent remodeling of Wilson Drug Company at 101 N. Woodward.

The story, entitled "A Family Corporation," on pages 26 and 27, gave thorough coverage to the store's innovations and sketched the company's history, to include the present head of the firm, Richard J. Wilson.

Household goods of every description are offered for sale in the Classified Columns of The Birmingham Eccentric.

was announced today by W. C. Newberg, Dodge president. In his new assignment Knuff will be responsible for the development of the Dodge Division's Forward Planning Program, together with the coordination of the Division's staff departments relative to forward plans.

## BIRMINGHAM BUSINESS BRIEFS

### Former Resident Gets GM Appointment

Former Birmingham resident Roland S. Withers, now living in Flint, last week was appointed general manager of United Motors Service division of General Motors succeeding the late Walter N. Potter.

Withers joined the customer research department of General Motors in 1933 and for the past year was general merchandising manager for AC Spark Plug division of GM in Flint.

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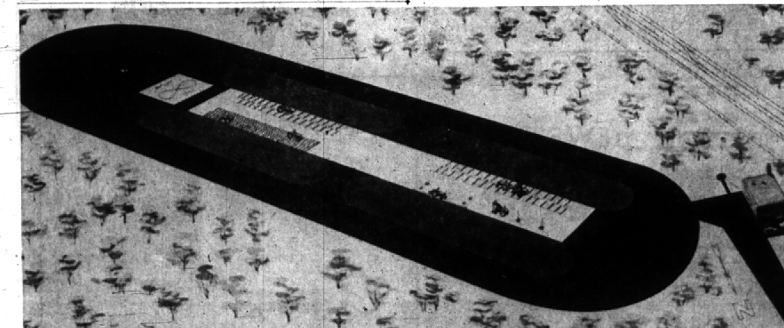


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SHOWN ABOVE IS AN ARTIST'S CONCEPTION OF the new Farm Machinery Evaluation Center being established by Ford Motor Company's Tractor and Implement Division on E. Maple. The new center, unique in the farm equipment industry, will occupy a four-acre wooded plot at the Division's general offices and research and engineering center. The Evaluation Center consists of a 1/3 measured mile asphalt test track, four "torture" courses laid out along a reinforced concrete center apron, a large

ramp area at the southeast (left) end of the tractor for continuous driverless performance and economy tests of tractors, and another ramp area at the northwest end of the track for hydraulic cycling tests. The Evaluation Center is scheduled to be in operation by mid-July. Plans call for round-the-clock, year-around use of the facilities. Ford engineers say the unique layout of the center and its special facilities will improve and speed the accurate evaluation and development of new farm machinery.

Thousands of people read The Eccentric Classified Ads. So remember, if you want to sell that hard-to-get-rid-of article, advertise it in the Want Ad section of The Birmingham Eccentric.



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Birmingham Representative: David K. Falvey, C.L.U.

## Roseland Woods Highly Restricted

Roseland Woods Subdivision, now under development just east of Evergreen at 8 1/2 Mile road, will be ruled by 22 clearly defined restrictions for the protection of prospective home owners, according to Nelson Realty Co., exclusive sales agent.

The subdivision is located 1/2 mile west of Northland Shopping Center in Southfield township, and construction of the first of 187 brick ranch style homes is almost completed.

Restrictions, according to Woodrow W. Nelson, president of Nelson Realty, "firmly control important considerations from the basement to the roof and extend to the garage and landscape."

## Committee Member

Walter L. Moreland of 171 N. Worth, has been appointed as a member of the committee on the Home Loan Bank System of the United States Savings and Loan League. Moreland is president of the Birmingham Federal Savings and Loan Association.

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2 POUNDS \$2.50  
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### Easter Buttercream Layer

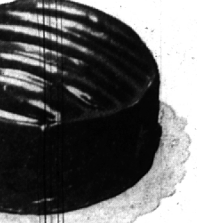
This fine textured frosted batter cake is filled and frosted with luscious buttercream. The special decoration will make it the center of interest at your Easter Week dinner or party.

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### Devilsfood Buttercream Layer

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